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## Credit Union receives state and national awards for community efforts, financial education programs

*Honors include second consecutive DesJardins state award;  
first-ever national Maxwell award and first-ever Herring state award*

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Southgate-based **Education First Credit Union** has received a second consecutive state DesJardins “Youth Financial Education” award from the Michigan Credit Union League (MCUL) — as well as the state and national “Dora Maxwell Social Responsibility” awards from MCUL and the Credit Union National Association (CUNA). In addition, the credit union received a second-place Louise Herring “Philosophy in Action” state award from the MCUL.

The national Maxwell award will be presented at CUNA’s annual Governmental Affairs Conference held in the nation’s capital the last week of February 2009.

The Maxwell award was presented in recognition of the credit union’s December 2007, fund-raising efforts on behalf of Detroit Public Television. As the corporate sponsor for the evening — and with the help of more than 30 staff and members of its Board of Directors who manned the phones — the credit union was able to raise nearly \$42,000 in a single night to support public television. According to WTVS officials, it was one of the largest single-night donation totals recorded in recent pledge campaigns.

The state award, in turn, automatically entered the credit union into CUNA’s national awards program.

The DesJardins award once again recognized the credit union’s on-going commitment to bringing financial literacy into the classroom across the Downriver area of Wayne County and northern Monroe County. The Herring award also recognized the credit union’s school-based programs as capturing the spirit of the credit union philosophy, “People Helping People.”

“Being recognized two years in a row for our outstanding financial literacy efforts in our member schools is certainly gratifying,” said credit union President and CEO Teri Creighton. “But also being recognized at the state and national level for our efforts in promoting and supporting educational programming on public television truly underscores our commitment to education in every form.

“To be singled out at the national level for this honor not only congratulates our staff for the contribution of their time, but also is further evidence of the tremendous contribution public television makes to our society.

“And to be recognized at the state level in all three categories is humbling, indeed,” Creighton said.

The DesJardins award was named in honor of Alphonse Desjardins, a credit union pioneer who was instrumental in forming the Canadian and U.S. credit union movements. He also pioneered youth savings clubs and in-school “banks,” known as *caisses scolaires*. The award recognizes activities that “raise awareness and marshals resources on behalf of youth financial literacy.”

The Maxwell award was named in honor of Dora Maxwell, who was an avid organizer for the credit union movement’s trade association as well as an original signer of CUNA’s constitution. She worked extensively to organize hundreds of credit unions throughout the United States, developed volunteer organizer clubs and worked tirelessly with a number of organizations on behalf of the poor. The award recognizes credit unions for undertaking “outstanding social responsibility projects in the community.”

The Herring award was named in honor of Louise Herring, who signed the original constitution for a national credit union association when she was the Ohio delegate to the 1934 national credit union conference. The award is given to a credit union demonstrating the internal application of credit union philosophy “to help better financial matters and increase financial education for its members.”

“My congratulations to the wonderful professionals I work with and who have made a commitment to educational excellence in our schools and to our community as a whole.”

The credit union’s school program staff includes Beverly Dillon, Michelle Waara, Lisa Hill and Shan Yancy. The staff is supervised by Vice President Craig Farrand, who also helped create and promote the credit union’s partnership with Detroit Public Television.

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